



FED UP CAMPAIGN MEDIA RECAP & RECOMMENDATIONS FIRST PHASE

BACKGROUND

Trust Marketing & Communications is honored and pleased to be selected by the City of Memphis and Operation Safe Community to help address the plague of gun violence and homicides that devastatingly impact the citizens and taxpayers of Memphis. We clearly understand that the success of previous campaigns, as researched and documented by the U of M's Dept. of Criminology, is the basis of this engagement. We are replicating the previous approach with hopes and anticipation of repeating the previous effectiveness.

MISSION

Our mission is to "get into the heads" of young men to prevail on them not to shoot somebody. To be an effective, ongoing deterrent to gun violence.

OBJECTIVE

The primary objective of this approach and campaign is to save lives. We are successful when lives are saved on both ends of the gun barrel. A potential victim's life is saved from death or possibly irreparable physical and/or mental destruction. A potential perpetrator's life is saved from the likely irreparable destruction to him and his family brought on by prison time.

When lives are saved, taxpayers are saved because at the end of the day, taxpayers pay the costs of incarceration, medical expenses and have to pay more than their share for cons and ex-cons who never become responsible, taxpaying citizens. Plus, they bear the risk, stress and brunt of living in a dangerous city.

TARGET AUDIENCES

The primary target is audience men 18-34 living in high crime zip codes in inner city Memphis.

The secondary target audience is (quite literally) “everybody else.” A very broad audience of Memphians from teens to elderly that are affected by and concerned about violence and crime in our city.

CAMPAIGN RATIONALE

The unique and distinguishing characteristic of this and other campaigns that Trust Marketing has been a part of is that *we speak directly to perpetrators and potential perpetrators of violent crime*. We speak directly to them because nobody else (from a marketing perspective) does. People talk *about* them. People talk *above and around them*. But there’s not enough “straight talk” to them from an authority or even from a peer perspective. So, whenever there is no multi-media messaging out there to warn or caution them about the consequence of their actions, they act up. This was supported by the U of M Criminology research.

The campaign theme needed to be punchy, succinct, simple and memorable for everyone (i.e. “No Deals, Blue Crush, Chill Don’t Kill”) with a consequential tagline (i.e. Gun Crime is Jail Time). It is with that in mind that we created ***Fed Up! Gun Crime. Max Time.***

TERM

The initial term of the media placement for the Fed Up campaign was June 29th-October 2017.

MEDIA/LOCATIONS/IMPRESSIONS M18-34	DATES	SPEND/W ADDED VALUE
Radio/WHRK-K97 (97.1 FM) 161 M (T*) Web/Digital/Streaming Social Media/K-97 Facebook page	6/29/17 - 9/7/17	\$35,000/ \$60,000
Radio/KXHT- Hot 107 (107.1 FM) 860,000 (T) Web/Digital Streaming, E-blasts, texts Facebook page Social Media Hot 107	7/12/17 - 9/6/17	\$12,000/ \$30,000
Digital Radio/Pandora 776,408 (T) Audio	8/30/17 - 11/30/17	\$19,000/\$35,00 0
Billboards 40.3 M (based on traffic ct.) Bulletins & Posters (22 locations)	7/21/17 - 11/26/17	\$29,000/\$54,82 5
Cable Television 1.57 M (T) Comcast/DirecTV/U-Verse, BET, TV-One, TBS, TNT, MTV, VH1, ESPN, USA-TV, FS1, AMC, FX, TBSC, OWN, NBCS, ENT-TV, TRU- TV	8/11/17 - 10/14/17	\$26,000/\$69,00 0
Broadcast TV/WLMT-TV30 737,000 (T) TV30 Website Banner Ad & Pre-roll Video 113,294	8/12/17 - 12/9/17	\$20,050/\$16,00 0
Broadcast TV/WHBQ-FOX 13 2.41 M (T)	8/14/17 - 10/29/17	\$37,600/\$70,00 0
Broadcast TV/WREG-TV3 302,000 (T)	8/18/17 - 10/22/18	\$28,200/\$40,00 0

News 3 Website Banner Ads & Pre-roll Video 234,007		
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***T = Targeted Impressions (M18-34)**

RECAP

The Fed Up launch was highly successful by the general standards of a launch campaign. Those standards include effectively reaching the desired audiences. We did that. This campaign through all paid and in-kind media and added value reached audiences making nearly **49 million gross impressions**. Gross impressions are the sum total of exposures to messaging or ads, including repeat exposures. This is extraordinarily high for a local campaign in a city the size of Memphis.

This high level of impressions is due to the collaboration and generous contributions of all the aforementioned media partners of nearly **\$375,000 of added value and bonus time and space** including: outdoor advertising, radio spots, television spots, banner ads, digital ads, social media posts, video pre-roll, streaming, e-blasts, texts, etc.

8.3 million were targeted impressions reaching Men 18-34 years of age. With a Male 18-34 population of approx. 140,000 (Memphis metro), if every 18-34 year old male in Memphis was exposed to the Fed Up messaging, each guy would have been exposed to campaign messaging with a frequency of 59.2 times. Realistically however, we know that every 18-34 year old man wasn't exposed to the messaging. This reality still increases the frequency of impressions for those who did see or hear the messaging.

Given lots of feedback we've received from grassroots people, the messaging is memorable, it resonates and is repeated by citizens across Memphis of all ages. In addition to the obvious call to action in the messaging, the more subtle call to action is the listing of the www.operationsafecommunity.org. Clicks and traffic to this website have increased sharply as a result of the campaign driving citizens concerned about crime to log on to get more information.

We have also noticed a subtle change in the tone and positioning of news stories about shootings and homicides in some TV newscasts. There seems to be a softening of tone and not as much of an "if it bleeds it leads" attitude

in terms of positioning within the newscasts. We believe this is attributable to the reduction in homicides and the frequency of their reporting of such. Whatever the reason, it is absolutely a welcomed change.

Although we do not currently have the exact statistics available to us, we do know since this campaign began, the downward trend of homicides was accelerated causing Memphis to go from days between homicides to weeks between homicides.

RECOMMENDED NEXT STEPS

1. Continue media campaign exposures and impressions Nov. '17-Apr. '18. Our immediate goal is to help finish 2017 with a 15% or more decrease in homicides year to year.
2. Continue strong messaging by producing one (1) additional :30 television spot and more radio :30/:60 audio spots. These will be added into rotation with current spots.
3. Make necessary adjustments to media mix, i.e. add movie trailer ads, bus ads, additional TV programs/stations, etc.
4. Utilize Jerald Trotter as an anti-gun crime spokesperson appearing in media interviews, schools, youth organizations, business groups, community and civic groups, always urging everyone not to succumb to gun violence.
5. Increase amount of earned media (publicity, social media posts, blogs) and other free exposures. This will increase impressions without increasing media costs.